



# CITY COUNCIL AGENDA STATEMENT



July 9, 2019

File ID: 19-0321

## **TITLE**

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE FIRST AMENDMENT TO THE AGREEMENT WITH MCFARLANE PROMOTIONS, INC. TO PROVIDE EVENT PLANNING SERVICES FOR THE 2019 AND 2020 SOUTHBAY EARTH DAY, HARBORFEST, AND THE STARLIGHT PARADE & CHILDREN'S FAIRE

## **RECOMMENDED ACTION**

Council adopt the resolution.

## **SUMMARY**

The City of Chula Vista is actively engaged in establishing signature community events that attract residents and visitors. South Bay Earth Day, HarborFest and the Starlight Parade are three of the most labor-intensive events that the City coordinates. These events require work to be performed that includes, but is not limited to, logistical coordination, planning with vendors, musical groups, participants, partner agencies and others, securing subcontractors, and paying invoices. To successfully execute these events, the agreement requires McFarlane Promotions, Inc. to pay subcontractors and vendors prior-to and at the event. The City advances funds to McFarlane Promotions, Inc. for pre-event and event-day payment of subcontractors and vendors to secure services and supplies approved by the City. The attached resolution supports approval to advance funds to McFarlane Promotions, Inc. of up to \$ 190,000 to cover event expenses.

## **ENVIRONMENTAL REVIEW**

The Director of Development Services has reviewed the proposed project for compliance with the California Environmental Quality Act (CEQA) and has determined that the project qualifies for a Categorical Exemption pursuant to State CEQA Guidelines Section 15304 Class 4 (Minor Alterations to Land); Section 15323 Class 23 (Normal Operations of Facilities for Public Gatherings); and Section 15061(b)(3) because it is a temporary event that would not involve the removal of mature, scenic trees or have any permanent effects on the environment. Thus, no further environmental review is required.

## **BOARD/COMMISSION/COMMITTEE RECOMMENDATION**

Not applicable.

## **DISCUSSION**

The City of Chula Vista collaborates with local agencies, volunteers, businesses and stakeholders to host South Bay Earth Day, HarborFest and the Starlight Parade & Children's Faire. These events attract thousands of visitors to Chula Vista and showcase our sustainability efforts, cultural traditions, arts, civic pride and more.

To successfully execute these events, the agreement requires McFarlane Promotions, Inc. to pay subcontractors and vendors prior-to and at the event. The City advances funds to McFarlane Promotions, Inc. for pre-event and event-day payment of subcontractors and vendors. These subcontractors and vendors provide event-related services and supplies that are pre-approved by the City. The attached resolution supports approval to advance funds to McFarlane Promotions, Inc. of up to \$190,000 to cover event expenses.

## **DECISION-MAKER CONFLICT**

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the real property holdings of the City of Chula Vista Council members do not create a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

Staff is not independently aware and has not been informed by any City of Chula Vista Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

## **CURRENT-YEAR FISCAL IMPACT**

There is no anticipated current year fiscal impact related to this item. Event costs are anticipated to be funded by sponsorship, City contribution, and grant funds. The FY 2020 Budget has \$62,000 appropriated for the City's contribution for Special Events in Non-Departmental. There may be an impact to the General Fund if sufficient funds are not generated through event sponsorships.

## **ONGOING FISCAL IMPACT**

There are no anticipated ongoing financial impacts related to this item as event costs are considered on an annual basis.

## **ATTACHMENTS**

1. McFarlane Agreement
2. McFarlane First Amendment

*Staff Contact: Olga Berdial*